

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-12 (canceled)

Claim 13 (currently amended):

A method of directed advertising over the Internet, comprising:  
applying a first database of information at a web site,  
applying a second database having a multiplicity of attributes which are  
unique to a given individual, applying a third database of a plurality of  
advertising messages that are transmittable over the Internet,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on  
their identity,  
selecting a message based on the culled attributes,  
transmitting the selected message to the individual consumer over the  
Internet, and  
transferring the information to the individual consumer over the Internet.

Claim 14 (currently amended):

A method of directed advertising over the Internet as claimed in claim 13  
further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the individual~~consumer~~ over the Internet,
- (iii) transferring additional information to the individual~~consumer~~ over the Internet, and
- (iv) repeating steps (i)-(iii).

Claim 15 (previously presented):

A method of directed advertising over the Internet as claimed in claim 14,  
wherein each additional advertising message differs from advertising  
message previously transmitted.

Claim 16 (currently amended):

A method of making offers over the Internet, comprising:  
creating a first database of information at a web site,  
creating a second database of demographic information having a  
multiplicity of attributes for each of a plurality of individuals, each  
individually having an identity,  
creating a third database of a plurality of advertising messages that are  
transmittable over the Internet,  
the third database further including a vendor link for contacting over the  
~~internet~~Internet a vendor sponsoring the advertising message,

linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on  
their identity,  
selecting an advertising message based on the culled attributes,  
transmitting the selected message to the individual~~consumer~~ over the  
Internet,  
transferring the information to the individual~~consumer~~ over the Internet,  
transmitting the vendor link over the Internet, and  
connecting the individual~~consumer~~ to the vendor when the  
individual~~consumer~~ activates the vendor link.

Claim 17 (currently amended):

A apparatus for directed advertising over the Internet, comprising:  
means for applying a first database of information at a web site,  
means for applying a second database having a multiplicity of attributes  
which are unique to a given individual,  
means for applying a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for linking the first, second and third databases to the web site,  
means for receiving a visit to the web site over the Internet from an  
individual,  
means for determining the identity of the individual in the second

database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting a message based on the culled attributes,  
means for transmitting the selected message to the individual~~consumer~~  
over the Internet, and  
means for transferring the information to the individual~~consumer~~ over the  
Internet.

Claim 18 (currently amended):

An apparatus for directed advertising over the Internet as claimed in claim  
17,

further comprising:

- (i) means for selecting an additional advertising message based on  
the culled attributes,
- (ii) means for transmitting the additional advertising message to the  
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the  
individual~~consumer~~ over the Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 19 (previously presented):

An apparatus for directed advertising over the Internet as claimed in claim  
18, wherein each additional advertising message differs from advertising  
message previously transmitted.

Claim 20 (currently amended):

An apparatus for making offers over the Internet, comprising:  
means for creating a first database of information at a web site,  
means for creating a second database of demographic information having  
a multiplicity of attributes for each of a plurality of individuals, each  
individually having an identity,  
means for creating a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for including in the third database a vendor link for contacting over  
the Internet a vendor sponsoring the advertising message,  
means for linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
means for determining the identity of the individual in the second  
database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting an advertising message based on the culled  
attributes,  
means for transmitting the selected message to the individual~~consumer~~  
over the Internet,  
means for transferring the information to the individual~~consumer~~ over the  
Internet,  
means for transmitting the vendor link over the Internet, and  
means for connecting the individual~~consumer~~ to the vendor when the

individual~~consumer~~ activates  
the vendor link.

Claim 21 (currently amended):

An apparatus for making offers over the Internet as claimed in claim 20,  
further comprising:

- (i) means for selecting an additional advertising message based on the  
culled attributes,
- (ii) means for transmitting the additional advertising messages to the  
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the  
individual~~consumer~~ over the Internet, and
- (iii) means for repeating steps (i)-(iii).

Claim 22 (previously presented):

An apparatus for making offers over the Internet as claimed in claim 21,  
wherein each additional advertising message differs from advertising  
message previously transmitted.

Claim 23 (currently amended):

A method of directed advertising over the Internet, comprising:  
applying a first database of limited access information at a web site,  
applying a second database having a multiplicity of attributes which are  
unique to a given individual, applying a third database of a plurality of  
advertising messages that are transmittable over the Internet,  
linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on  
their identity,  
selecting a message based on the culled attributes,  
transmitting the selected message to the individual~~consumer~~ over the  
Internet, and  
transferring the limited access information to the individual~~consumer~~ over  
the Internet.

Claim 24 (currently amended):

A method of directed advertising over the Internet as claimed in  
~~claim 23~~ comprising:

applying a first database of limited access information at a web site,  
applying a second database having a multiplicity of attributes which are  
unique to a given individual,  
applying a third database of a plurality of advertising messages that are  
transmittable over the Internet,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on  
their identity,  
selecting a message based on the culled attributes,

transmitting the selected message to the individual over the Internet, and  
transferring the limited access information to the individual over the Internet; and

wherein the limited access information comprises student grades.

Claim 25 (currently amended):

A method of directed advertising over the Internet as claimed in claim 23  
further comprising:

- (i) selecting an additional advertising message based on the culled  
attributes,
- (ii) transmitting the additional advertising message to the  
individual consumer over the Internet,
- (iii) transferring additional information to the individual consumer over the  
Internet, and
- (iv) repeating steps (i)-(iii).

Claim 26 (currently amended):

An apparatus for making offers over the Internet, comprising:  
means for creating a first database of limited access information at a web  
site,  
means for creating a second database of demographic information having  
a multiplicity of attributes for each of a plurality of individuals, each  
individually having an identity,  
means for creating a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for including in the third database a vendor link for contacting over



the Internet a vendor sponsoring the advertising message,  
means for linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
means for determining the identity of the individual in the second  
database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting an advertising message based on the culled  
attributes,  
means for transmitting the selected message to the individualconsumer  
over the Internet,  
means for transferring the limited access information to the  
individualconsumer over the Internet,  
means for transmitting the vendor link over the Internet, and  
means for connecting the individualconsumer to the vendor when the  
individualconsumer activates the vendor link.

Claim 27 (currently amended):

An apparatus for making offers over the Internet comprising:  
means for creating a first database of limited access information at a web  
site,  
means for creating a second database of demographic information having  
a multiplicity of attributes for each of a plurality of individuals, each  
individually having an identity,  
means for creating a third database of a plurality of advertising messages

that are transmittable over the Internet,  
means for including in the third database a vendor link for contacting over  
the Internet a vendor sponsoring the advertising message,  
means for linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
means for determining the identity of the individual in the second  
database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting an advertising message based on the culled  
attributes,  
means for transmitting the selected message to the individual over the  
Internet,  
means for transferring the limited access information to the individual over  
the Internet,  
means for transmitting the vendor link over the Internet, and  
means for connecting the individual to the vendor when the individual  
activates the vendor link; and

wherein the limited access information comprises student grades.

Claim 28 (currently amended):

An apparatus for making offers over the Internet as claimed in claim 26,  
further comprising:

- (i) means for selecting an additional advertising message based on the  
culled attributes,

- (ii) means for transmitting the additional advertising messages to the  
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the  
individual~~consumer~~ over the Internet, and
- (iii) means for repeating steps (i)-(iii).

Claim 29 (new):

A method of directed advertising over the Internet, comprising:

applying a first limited access database of information provided by an  
information originator at a web site,

applying a second database having a multiplicity of known attributes which  
are unique to a given individual wherein known attributes are provided  
by the information originator,

applying a third database of a plurality of advertising messages that are  
transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on the  
identity of the individual,

selecting an advertising message based on the culled attributes,

transmitting the selected advertising message to the individual over the  
Internet, and

transferring information to the individual over the Internet.

Claim 30 (new):

A method of directed advertising over the Internet as claimed in claim 29  
wherein the limited access information comprises student grades.

Claim 31 (new):

A method of making offers over the Internet, comprising:  
creating a first limited access database of information provided by an  
information originator at a web site,  
creating a second database of demographic information having a  
multiplicity of known attributes for each of a plurality of individuals,  
each individually having an identity wherein known attributes are  
provided by the information originator,  
creating a third database of a plurality of advertising messages that are  
transmittable over the Internet,  
the third database further including a vendor link for contacting over the  
Internet a vendor sponsoring the advertising message,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on  
their identity,  
selecting an advertising message based on the culled attributes,  
transmitting the selected message to the individual over the Internet,  
transferring information to the individual over the Internet,

transmitting the vendor link over the Internet, and  
connecting the individual to the vendor when the individual activates the  
vendor link.

Claim 32 (new):

A method for making offers over the Internet as claimed in claim 31,  
wherein the limited access information comprises student grades.

Claim 33 (new):

An apparatus for directed advertising over the Internet, comprising:  
means for applying a first limited access database of information provided  
by an information originator at a web site,  
means for applying a second database having a multiplicity of known  
attributes which are unique to a given individual wherein known  
attributes are provided by the information originator,  
means for applying a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for linking the first, second and third databases to the web site,  
means for receiving a visit to the web site over the Internet from an  
individual,  
means for determining the identity of the individual in the second  
database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting a message based on the culled attributes,

means for transmitting the selected message to the individual over the

Internet, and

means for transferring information to the individual over the Internet.

Claim 34 (new):

An apparatus for making offers over the Internet as claimed in claim 33,

wherein the limited access information comprises student grades.

Claim 35 (new):

An apparatus for making offers over the Internet, comprising:

means for creating a first limited access database of information provided

by an information originator at a web site,

means for creating a second database of demographic information having

a multiplicity of known attributes provided by the information originator

for each of a plurality of individuals, each individual having an identity,

means for creating a third database of a plurality of advertising messages

that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over

the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second

database,

means for culling attributes for the individual from the second database

based on their identity,

means for selecting an advertising message based on the culled  
attributes,  
means for transmitting the selected message to the individual over the  
Internet,  
means for transferring information to the individual over the Internet,  
means for transmitting the vendor link over the Internet, and  
means for connecting the individual to the vendor when the individual  
activates the vendor link.

Claim 36 (new):

An apparatus for making offers over the Internet as claimed in claim 35,  
wherein the limited access information comprises student grades.

Claim 37 (new):

A method of directed advertising over the Internet, comprising:  
applying a first limited access database of information unique to a given  
individual at a web site,  
applying a second database having a multiplicity of attributes which are  
unique to a given individual,  
applying a third database of a plurality of advertising messages that are  
transmittable over the Internet,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on the

identity of the individual,  
selecting an advertising message based on the culled attributes,  
transmitting the selected advertising message to the individual over the  
Internet, and  
transferring information unique to the individual over the Internet.

Claim 38 (new):

A method of directed advertising over the Internet as claimed in claim 37  
wherein the limited access information comprises student grades.

Claim 39 (currently amendment):

A method of making offers over the Internet, comprising:  
creating a first limited access database of information unique to a given  
individual at a web site,  
creating a second database of demographic information having a  
multiplicity of attributes for each of a plurality of individuals, each  
individual having an identity,  
creating a third database of a plurality of advertising messages that are  
transmittable over the Internet,  
the third database further including a vendor link for contacting over the  
Internet a vendor sponsoring the advertising message,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on



their identity,  
selecting an advertising message based on the culled attributes,  
transmitting the selected message to the individual over the Internet,  
transferring information unique to the individual over the Internet,  
transmitting the vendor link over the Internet, and  
connecting the individual to the vendor when the individual activates the  
vendor link.

Claim 40 (new):

A method of making offers over the Internet as claimed in claim 39  
wherein the limited access information comprises student grades.

Claim 41 (new):

A apparatus for directed advertising over the Internet, comprising:  
means for applying a first limited access database of information unique to  
a given individual at a web site,  
means for applying a second database having a multiplicity of attributes  
which are unique to a given individual,  
means for applying a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for linking the first, second and third databases to the web site,  
means for receiving a visit to the web site over the Internet from an  
individual,  
means for determining the identity of the individual in the second  
database,

means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting a message based on the culled attributes,  
means for transmitting the selected message to the individual over the  
Internet, and  
means for transferring information unique to the individual over the  
Internet.

Claim 42 (new):

An apparatus for directed advertising over the Internet as claimed in claim  
41 wherein the limited access information comprises student grades.

Claim 43 (new):

An apparatus for making offers over the Internet, comprising:  
means for creating a first limited access database of information unique to  
a given individual at a web site,  
means for creating a second database of demographic information having  
a multiplicity of attributes for each of a plurality of individuals, each  
individually having an identity,  
means for creating a third database of a plurality of advertising messages  
that are transmittable over the Internet,  
means for including in the third database a vendor link for contacting over  
the Internet a vendor sponsoring the advertising message,  
means for linking the first, second and third databases to the web site,  
receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second  
database,  
means for culling attributes for the individual from the second database  
based on their identity,  
means for selecting an advertising message based on the culled  
attributes,  
means for transmitting the selected message to the individual over the  
Internet,  
means for transferring information unique to the individual over the  
Internet,  
means for transmitting the vendor link over the Internet, and  
means for connecting the individual to the vendor when the individual  
activates the vendor link.

Claim 44 (new):

An apparatus for making offers over the Internet as claimed in claim 43  
wherein the limited access information comprises student grades.